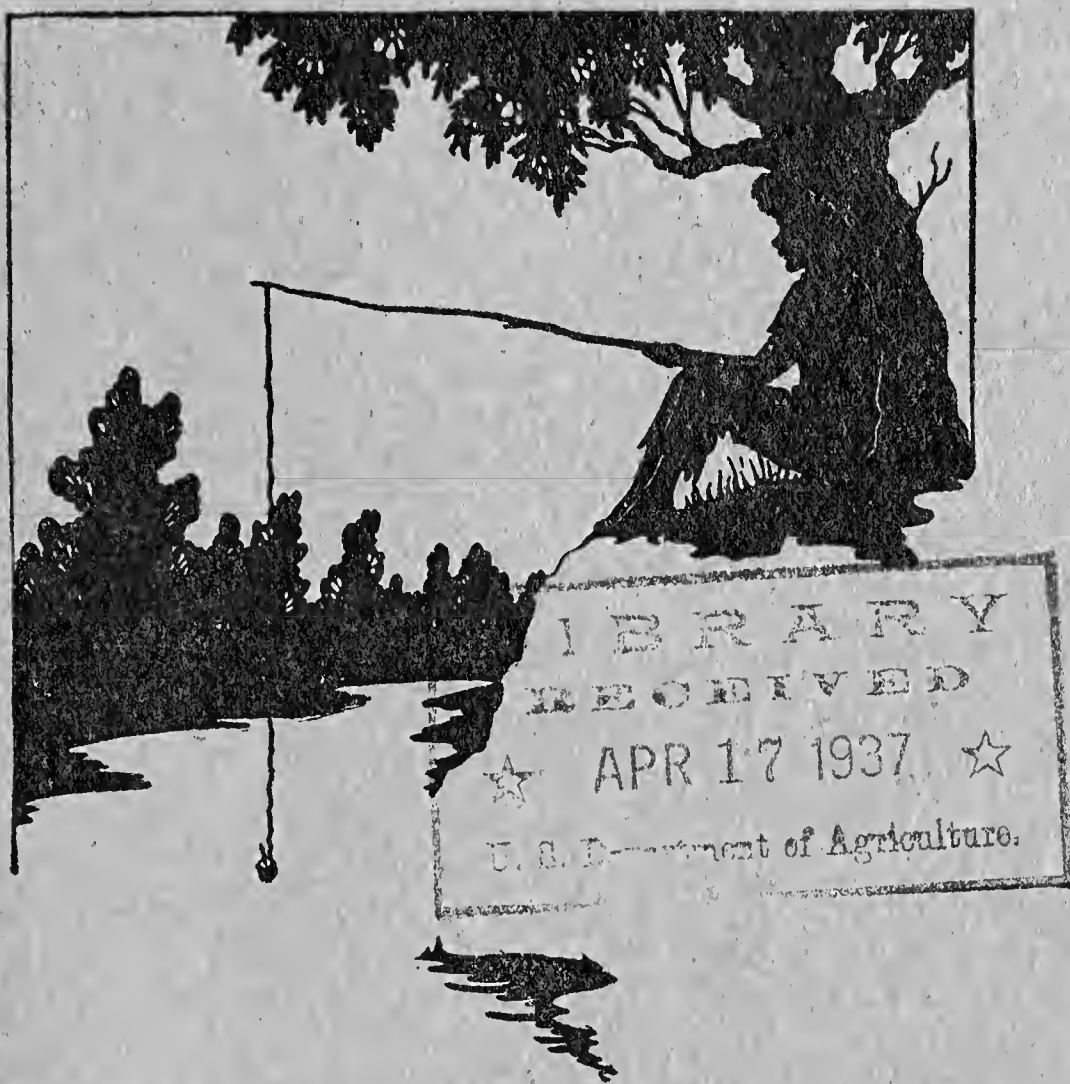


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62-67



Good Fishing Here !

OVER 125 BEST-SELLING ITEMS
FOR
GOLDFISH POOLS

WHOLESALE PRICES

March 15, 1937

Lakeview Ponds

R. C. DOLLE, Owner

5579 COLERAIN AVE. - MT. AIRY

Ohio — U. S. Route 27

CINCINNATI, OHIO

COMMON GOLDFISH

	Per 100
2-3"	\$2.00
3-4"	3.00
*4-5"	5.00

*NOTE: Fish marked with * are large enough to spawn this year.

Our stock of larger common Goldfish is very limited this year, but we will accept orders, allowing us one week to fill them, at the following net prices:

	Per 100
*5-6"	\$9.00
*6-7"	15.00
*7-9"	25.00

JAPANESE FANTAILS

(Beautiful Choice Colored Fish)

	Per 100
2"	\$ 3.00
2-2½"	4.00
2½-3"	6.00
*3-4"	11.00
*4-5"	18.00

CHINESE MOORS

(Very Choice Fish — Fine Values)

	Per 100
2"	\$ 5.00
2-2½"	6.00
2½-3"	8.00
*3-3½"	12.00
*3½-4"	18.00

CALICOS AND SHUBUNKINS

Our stock too limited for listing this spring, but we still include 15 with each 100 fish of Assortment No. 1.

SCAVENGERS, ETC.

Prices are quoted per 100. Smaller quantities same rate. No extra charge for shipping cans.

	Per 100
Japanese Snails (Large).....	\$4.00
Japanese Snails (Medium).....	2.50
Black Ramshorn Snails.....	1.00
Red Ramshorn Snails.....	6.00
Freshwater Clams (Special Price).....	3.00
Baby Green Turtles.....	8.00
Japanese Red Bellied Salamanders.....	8.00
Greenfrog Tadpoles (Special Price).....	1.00

POOL NETS

(EXTRA HEAVY nets with ¼" mesh netting.)

	Each	Dozen
No. 10—10" diameter, 15" wood handle.....	\$.70	\$7.50
No. 11—11½" Flat Front Net with 24" wood handle90	9.00
No. 13—13" diameter with 24" wood handle.....	.90	9.00
No. 16—16" diameter with 72" wood handle.....	1.30

Dear Friend:

This year we are listing for your convenience the 125 best-selling items for pools which we grow or manufacture, and on which we carry ample supplies to meet orders promptly. We are listing fourteen grades of Fish, including our Assortment No. 1, of which we have a fine stock ready to ship, and they represent our biggest selling grades. We still specialize in growing FANCY GOLDFISH, as we have for so many years, and we are still pricing our products at the lowest prices possible consistent with quality. We hope to serve you this year. You will make money on our listings. Let's get together — soon!!

TERMS:— Cash with order unless you have established a satisfactory credit with us. 2% cash discount allowed on orders amounting to \$10.00 or more and paid full cash with order. All prices are F.O.B. Cincinnati except Water Hyacinths, which are quoted F.O.B. Northern Florida. Small lots of Hyacinths when ordered with other plants or Water Lilies can be shipped from Cincinnati when requested. We guarantee live delivery of Goldfish. Any claim for loss must be accompanied by Bad Order Report from Express Company.

FANCY GOLDFISH ASSORTMENT No. 1

This is our best known and best selling dealer assortment, which has been a leading item with us for the past fifteen years. All Quality Fish, carefully selected while swimming in water. Healthy and no cripples. A really beautiful assortment of fancy Goldfish. Each 100 fish mixed approximately 45 Jap Fantails, 40 Black Telescopes and 15 Calico Fantails and Shubunkins. Sizes 3" to 4½". All nice sizes to sell for Pools. Price per 100.....\$9.00

FREE WATER LILIES!!

This spring we are offering as an inducement for you to send an order before April 1st, 20 free Hardy Mexicana Yellow Water Lilies with a \$10.00 order, and an extra lily for each 50c by which your order exceeds \$10.00 SEE THE FREE-OFFER SLIP ENCLOSED WITH THIS PRICE LIST. Consider the sales possibilities of using these free lilies to give away to your customers or to sell at their retail price of 50c each. Why not order some extra Mexicanas at the new low price — \$8.00 per 100? WE BELIEVE THIS IS THE LOWEST PRICE EVER QUOTED ON A HARDY YELLOW WATER LILY BY A UNITED STATES GROWER.

FISH FOODS

New LOW PRICES on quality foods to Dealers. We call special attention to our own foods listed here, which are packed by us and sold to you at very attractive prices. Prices are net as listed, no discounts.

	Each	Doz.	Gross
Natural Fish Food, 1¼-oz. Shaker Top Can...\$.05	\$0.50	\$5.50	
Natural Fish Food, 1 Quart Can (14-oz.)....	.35	4.00
Natural Fish Food, 5 lbs. or more in bulk....	20c per pound		
Pure Dried Shrimp, 1-oz. Shaker Top Cans..	.06	.60	6.50
Pure Dried Shrimp, 1 Quart Cans (12-oz. or over).....	.35	4.00
Pure Dried Shrimp, 5 lbs. or more in bulk..	35c per pound		
Lakeview Tropical Fish Food, 1½-oz. Boxes..	.97	.70	7.50
Lakeview Tropical Fish Food, 1-lb. Cans.....	.65
Lakeview Tropical Fish Food, 5 lbs. or more in bulk	60c per pound		
Lakeview Wafer Fish Food.....	35c Doz. —	\$3.50	Gross
Dried Daphnia, Best Grade, ½-oz. box.....	.10	1.00
Dried Daphnia, per pound.....	.80
Infusoria Producer, 1-oz. boxes06	.60
Turtle Food, ½-oz. boxes.....	.06	.60	6.50
Ant Eggs, 5 lbs. or more in bulk	50c per pound		

LAKEVIEW PONDS

5579 COLERAIN AVE.

MT. AIRY, CINCINNATI, O.

FREE GIFT OFFER TO DEALERS

READ CAREFULLY HOW TO GET 20% EXTRA IN LILIES!!

With each order of \$10.00 or more of Fancy Goldfish or Water Plants selected from our Spring Wholesale Lists, accompanied by check in Full and mailed to us BEFORE APRIL 1st, we will send ABSOLUTELY FREE 20 CHOICE HARDY YELLOW MEXICANA WATER LILIES.

Orders may be for immediate shipment or at any time you specify except that we reserve the right to send the free lilies postpaid at a later date, (but not later than May 10th) in case they are not ready to ship when you want the balance of your order sent. Orders over \$10.00 will entitle you to one extra lily for each 50 cents additional merchandise ordered, but no free lilies will be sent with orders less than \$10.00. Accordingly an order for \$19.00 will entitle you to 38 free lilies, an order for \$25.00 will entitle you to 50 free lilies. All stock is sold as per terms in our printed lists.

BE SURE TO TAKE ADVANTAGE OF THIS REMARKABLE FREE OFFER!! YOU MUST ACT PROMPTLY. All orders will be numbered and filled in rotation as they come in. Tear off the coupon below and mail it with your order AS SOON AS POSSIBLE. By doing so your money will be earning an enormous discount for a few weeks extra time. ANTICIPATE your requirements and earn this BIG REWARD.

(NOTE:- Do not deduct the cash discount on \$10.00 orders when applying for the 20 free lilies.)

To: LAKEVIEW PONDS

5579 Colerain Ave. Cincinnati, Ohio

Gentlemen:

I am sending herewith my check with order for \$..... worth of Fancy Goldfish and/or Aquatic Plants from your Spring Wholesale Lists which entitles me to (quantity) Free Mexicana Hardy yellow water lilies. Please acknowledge receipt of my check and order and state when you will ship.

Order No.....Amount.....Date.....

Ship my order on (Date)..... Send free lilies (Date).....

Ship to
Name City State

REMARKS.....

HARDY WATER LILIES

(Good, strong plants, ready to ship about April 15)

These prices are extremely attractive to Dealers. Single plants are priced at one-half or less of the retail price. In lots of 10 to 25 of a kind your spread is from two to five times the price you pay us. Remember, we guarantee quality and satisfaction or money back. 25 of a kind at 100 rate.

	Each	Per 10	Per 100
ODORATA <i>White</i>	\$.15	\$1.40	\$12.00
ODORATA MINOR <i>White</i>15	1.40	12.00
GLADSTONE <i>White</i>60	5.50	50.00
MARLIAC WHITE. <i>White</i>50	4.50	35.00
GONNERE <i>White</i>	1.00	8.00
MEXICANA <i>Yellow</i>15	1.00	8.00
CHROMATELLA <i>Yellow</i>40	4.00	35.00
SUNRISE <i>Yellow</i>	1.00	8.00
W. B. SHAW <i>Light Pink</i>40	3.50	30.00
MARY. <i>Light Pink</i>40	3.50	35.00
ODORATA ROSEA <i>Light Pink</i>50	4.00	30.00
TUBEROSA ROSEA <i>Light Pink</i>35	3.00	30.00
HELEN FOWLER <i>Medium Pink</i>50	4.00	35.00
ROSE AREY <i>Dark Pink</i>50	4.00	35.00
AURORA <i>Apricot</i>50	4.00	40.00
PAUL HARIOT <i>Apricot</i>50	5.00	50.00
COMMANCHE <i>Apricot</i>75	6.00	60.00
SIoux <i>Apricot</i>75	6.00	60.00
	Each	Per 10	
JAMES BRYDON <i>Dark Red</i>	\$1.00	\$10.00	
ATTRACTION <i>Dark Red</i>	1.00	10.00	
CONQUEROR <i>Red</i>80	7.50	
GLORIOSA <i>Red</i>	1.00	10.00	

LOTUS (HARDY)

EGYPTIAN LOTUS (Selected large tubers), <i>Pink</i>	\$.75 each
AMERICAN LOTUS (Selected large tubers), <i>Yellow</i>75 each
5 or more60 each
SHIROMAN <i>Double White</i>	1.50 each

TROPICAL WATERLILIES

Day
Blooming

BLUE BEAUTY <i>Most Popular Blue</i>	\$.80 each
MRS. ED. WHITAKER <i>Large Light Blue</i>	1.10 each
DAUBEN <i>Light Blue</i>50 each
AUGUST KOCH <i>Lavender</i>	1.00 each
PANAMA PACIFIC <i>Purple</i>80 each
MRS. GEO. PRING <i>White</i>60 each
MRS. C. W. WARD <i>Pink</i>60 each
GENERAL PERSHING <i>Large Double Pink</i>80 each

TROPICAL WATERLILIES

Night
Blooming

JUNO <i>Choice White</i>	\$.55 each
MISSOURI <i>Superb New White</i>75 each
OMARANA <i>Light Pink</i>55 each
EMILY G. HUTCHINGS <i>Dark Pink</i>55 each
FRANK TRELEASE <i>Red</i>55 each
VICTORIA REGIA (Cruziana)—Large, strong plants..	\$6.00 each

NOTE: ALL TROPICAL LILIES are selected strong plants. FOR EACH ORDER OF SIX assorted tropical lilies from our listings above, we will add one extra tropical lily (our selection) NO CHARGE. All plants carefully wrapped and tagged. Ready to ship about June 1st (earlier to Southern States).

AQUARIUM PLANTS

(25 of a kind at 100 rate)

	Per 10	Per 100
Valisneria	\$.20	\$1.50
Sagittaria (Broad leaf)30	3.00
Anacharis Gigantea (Large bunches).....	.40	4.00
Myriophyllum (Large bunches).....	.40	4.00
Cabomba (Bunches)40	4.00
Parrot Feathers (in bunches)50	5.00
Ludwigia (Bunches)50	5.00
Coontail (Large bunches)50	5.00
Southern Spatterdock (Plants).....	.60	5.00
Cryptocoryne (Plants)	2.50
Water Poppy60	6.00
Water Snowflake (Plants).....	1.00	8.00
Umbrella Palm (2½" pots).....	.70	7.00
Hair Grass (Dealer portion).....	.50 ea.
Nitella Flexilis (Dealer portion).....	.50 ea.

WATER HYACINTHS

We supply the finest WATER HYACINTHS in the United States. See special listing next page. Small lots, when ordered with other plants, will be sent from Cincinnati at 4c each. Otherwise, from Florida.

OTHER FLOATING PLANTS

	Per 10	Per 100
Water Lettuce (or Shell Flower).....	\$.50	\$4.00
Water Fern (Large plants).....	.60	6.00
Water Fern (Small plants).....	.50 per pint	
Salvinia (April to December).....	.50 per pint	
Azolla50 per ½ pint	
Duckweed50 per ½ pint	

SHALLOW WATER AND BOG PLANTS

(25 or more of one kind at 100 rate)

	Per 10	Per 100
Cattail	\$.50	\$ 5.00
Water Canna (Thalia Dealbata)	1.00	8.00
Indian Arrowhead50	5.00
Pickeral Plant50	5.00
Sweet Flag, Variegated.....	.80	8.00
Yellow Flag80	8.00
Blue Flag80	8.00
Lobelia Cardinalis (Choice).....	1.00	10.00
Lobelia (Blue)	1.50	15.00
Water Poppy60	6.00
Water Snowflake (Plants).....	1.00	8.00
Umbrella Palm (2½" pots).....	.70	7.00
Parrot Feather (in bunches).....	.50	5.00
Creeping Water Hyacinths.....	.35 ea.
Primrose Creeper80	8.00
Floating Heart60	6.00
Spider Lily	1.20	12.00
Papyrus70	7.00

GUARANTEE ON PLANTS

We GUARANTEE to ship you best quality plants and to have them arrive in good condition. If you are not satisfied with any of our Aquatic Plants or Water Lilies, return them Express Collect to Mt. Airy, Cincinnati, Ohio, same day as received, and we will return your money in full, including any express charges paid by you. Should the damage have been caused by improper handling by the Express Company, hold shipment, get signed "Received In Bad Order" slip from the expressman and advise us full details at once. We try to ship all plants true to name. In case of error we will adjust our mistake; but we will not be responsible for more than the amount paid us for item proven untrue, nor can we guarantee growth of plants after they are received by customers, since we no longer have control of such conditions as light, soil, water and general care.

LAKEVIEW PONDS
(R. C. Dolle)

Don't Miss Your Profit on Water Hyacinths!

Fifteen years ago we introduced the CHOICE LAKEVIEW WATER HYACINTHS to the trade and we advised our dealers to recommend them to their customers to be used for Goldfish to spawn on in outdoor pools. WATER HYACINTHS were then practically unknown for this purpose.

By consistently shipping ONLY THE BEST WATER HYACINTHS THAT GROW, by devising special shipping and handling methods, by printing circulars for customers to show them how to use these fine plants, we have developed a DEPENDABLE YEARLY DEMAND for our WATER HYACINTHS and HUNDREDS OF DEALERS are selling them each Spring.

Water Hyacinths can be bought much cheaper than we quote them, but there's as much difference between our plants and cheaper plants as there is between a Fine Golden Delicious Apple and a wormy, knotty cull.

If you sell our plants, you will find like hundreds of dealers that you make more money handling LAKEVIEW WATER HYACINTHS than any others. That is why we ship more of them each Spring than all the other shippers put together. COLORED WINDOW DISPLAY SIGNS and FREE CIRCULARS for customers are supplied to all dealers.

STANDARD SIZE CASES

Special Prices Effective April 1 to October 15

April 1 to June 15 shipments by Fast Express from Our Farm in Northern Florida.

All choice young plants, fresh, clean roots and leaves, very carefully packed as follows (free circulars for customers packed with every box):

	Per Box
50 Regular Grade Water Hyacinths.....	\$1.75
75 Regular Grade Water Hyacinths.....	2.50
100 Regular Grade Water Hyacinths.....	3.00
120 Spawning Grade Water Hyacinths (no less sold).....	2.70
500 Spawning Grade Water Hyacinths.....	10.00
(Good Plants selected for spawning, with good roots, but leaves not quite as choice as Regular Grade. Fine value.)	
50 Extra Choice Plants	2.25
(Larger Size, Larger Leaves, Larger Roots, Extra Select)	
90 Extra Choice Plants.....	4.00
(Larger Size, Larger Leaves, Larger Roots, Extra Select)	

A special Metal Pan to display Water Hyacinths can be had with an order of 100 or more regular grade or 120 spawning grade Water Hyacinths at \$1.50 each. (Size is sufficient to display 100 plants.)